

some substance missing from their daily diet was the cause of their ill health. WHAT CAUSES MANY VITAMIN AND MINERAL SHORTAGES? Not being able to get all the vitamin-rich and mineral rich foods we need. Not being able to eat all the vitamin-rich and mineral-rich foods—either because they disagree with us . . . or because we aren't allowed to eat them. Bad teeth or other body weaknesses make us avoid certain vitamin-rich & mineral-rich foods. Poor soil in which some foods are grown causes loss of vitamins and minerals. Cooking often loses a lot of vitamins and minerals—especially restaurant cooking, but often even the best home cooking. When foods are in storage they often lose vitamins and minerals. . . . And there are many other reasons why people do not get all the vitamins and minerals they need for buoyant health, pep and radiant appearance. The dangers of vitamin deficiencies \* \* \* Here, briefly is what may follow a shortage of one or more vitamins:—Lowered body strength to fight off colds and other infections. Low resistance to dangerous diseases. Nerves on edge and 'ready to scream' on slightest irritation Chronic fatigue . . . always tired out Frequent aches and pains Skin afflictions Appearance of age beyond actual years Eyesight impaired . . . damaged vision at night or in dim light Teeth weakened, gums soft and mushy—These are some of the many health-endangering effects of vitamin shortages. \* \* \* Ritamine gives you the benefit of 9 minerals and ALL the known needed vitamins found in pounds and pounds of fresh fruits, vegetables, milk and other foods. \* \* \* Ritamine gives you these 9 VITAMINS VITAMIN A \* \* \* as much as in 3 quarts of milk \* \* \* VITAMIN B<sub>1</sub> \* \* \* as much as in 2 lbs. lamb \* \* \* VITAMIN C \* \* \* as much as in 6 apples \* \* \* VITAMIN D \* \* \* as much as in 1½ lbs. butter \* \* \* VITAMIN B<sub>2</sub> \* \* \* as much as in 1 dozen eggs \* \* \* NIACINAMIDE \* \* \* as much as in 2 lbs. dried peas \* \* \* Plus Vitamin E in Wheat Germ Oil, and These Extra B Complex Factors—Vitamin B<sub>6</sub>—25 micrograms Calcium Pantothenate—150 micrograms \* \* \* These 9 Minerals CALCIUM \* \* \* Aids heart functions \* \* \* MAGNESIUM \* \* \* MANGANESE \* \* \* A regulator associated with growth, reproduction and location. \* \* \* ZINC \* \* \* An essential element whose function is not entirely understood. COBALT \* \* \* Now definitely regarded as essential to the normal body."

Further misbranding, Section 403 (f), the information concerning its vitamins and other dietary properties, required by law to appear on the label of the article, was not prominently placed thereon with such conspicuousness (as compared with other words, statements, designs, or devices on the label) as to render it likely to be read by the ordinary individual under customary conditions of purchase and use, since it appeared inconspicuously on the bottom of the boxes containing the article.

The article was also alleged to be misbranded under the provisions of the law applicable to drugs, as reported in the notices of judgment on drugs and devices.

**DISPOSITION:** February 6, 1945. The American Diet aids Co., Inc., having admitted the allegations of the libel, and the case having been removed to the Eastern District of New York pursuant to agreement, judgment of condemnation was entered and it was ordered that the booklets be destroyed and that the remaining merchandise be released under bond for relabeling under the supervision of the Food and Drug Administration.

**7917. Misbranding of Soltan Calcium Water. U. S. v. 278 Bottles of Soltan Calcium Water and a Number of Booklets. Default decree of destruction.** (F. D. C. No. 16077. Sample No. 28380-H.)

**LIBEL FILED:** May 4, 1945, Western District of Washington.

**ALLEGED SHIPMENT:** On or about March 15, 1945, by the Western Pharmacal Co., from Los Angeles, Calif.

**PRODUCT:** 278 1-quart bottles of Soltan Calcium Water and a number of booklets entitled "Calcium," at Tacoma, Wash.

Examination disclosed that the product consisted essentially of a water solution of compounds of calcium, chloride, sodium, and traces of potassium and magnesium. The product contained 3.33 grains of calcium per fluid ounce.

**VIOLATIONS CHARGED:** Misbranding, Section 403 (a), the statement on the bottle label and in the booklet, "Each fluid ounce contains: Calcium 10.17 Gr.," was false and misleading as applied to the article, which contained a lesser amount of calcium.

Further misbranding, Section 403 (a), the following and similar statements on the bottle label and in the booklet created the false and misleading im-

pression that calcium is the most important mineral needed by man; that ordinary diets supply inadequate amounts of calcium; that adequate calcium for nutritional needs can not be obtained from common foods; and that the article would be effective in the treatment and prevention of the conditions, symptoms, and diseases stated and implied by the statements: (Bottle label)

"\* \* \* Recommended as an essential mineral supplement to the normal food intake of the average person. Each fluid ounce contains: Calcium ----- 10.17 Gr. Sodium ----- 1.16 Gr. Potassium ----- 3.45 Gr. Magnesium ----- Trace Equivalent in calcium content to that of: 37 ounces of Eggs, or 20 ounces of Milk, or 44 ounces of Whole Wheat, or 57 ounces of Carrots, or 30 ounces of Spinach, or 75 ounces of White Bread, or 6 pounds of Oranges, or 11 pounds of Lean Beef, or 11 pounds of Potatoes \* \* \*"; (booklet)

"\* \* \* It has been demonstrated beyond question that improvement of an otherwise apparently adequate diet by the supplement of known food deficiencies can provide for the ideal growth and maintenance of the body, and the most favorable sphere for the development of the mind. \* \* \* if one would realize that 'ENHANCEMENT OF VITALITY,' that 'POSITIVE,' that 'BUOYANT FEELING,' that 'BETTER THAN AVERAGE HEALTH' \* \* \* Good health, good teeth, and a proper and happy mental attitude generally go together. \* \* \* Of the food minerals essential for the proper structure and the ideal functioning of the human body, and the one most necessary and outstanding for health, endurance, and well-being is CALCIUM. \* \* \* Authorities on food and nutrition agree that THE AVERAGE AMERICAN DIET IS DEFINITELY DEFICIENT IN CALCIUM, insufficient for the maintenance of proper CALCIUM equilibrium, and as a result many of the deficiency diseases, ordinary ailments, and organic disturbances common to the average American, both young and old, can be directly traced to or are associated with a CALCIUM DEFICIENCY. \* \* \* Those peoples whose average diet is high in calcium are outstanding for their stature, bone structure, teeth, stamina, heart action, and endurance. \* \* \* No pain being directly associated with a calcium deficiency, the individual may be unaware of such deficiency and need except for an 'IMPAIRMENT OF WELL-BEING,' a 'FEELING OLD WITHOUT BEING OLD,' in a 'POORLY' DEFINED STATE OF ILL HEALTH,' obsessed with that 'LACKADAISICAL FEELING' so common to many people, 'DEVOID OF THE URGE NECESSARY FOR RECOVERY,' or possibly of the knowledge to recognize the need until indications of premature old age develop or there is a breakdown of some normal body function of which long standing calcium deficiency may be the true or a contributing factor. \* \* \* A few of the reasons for the calcium deficiency of the average American are: 1. The widespread use of distilled and mineral-free waters. \* \* \* 4. The loss of calcium in modern methods of cooking such vegetables. 5. The mistaken idea that the so-called 'good mixed diet' contains a sufficient supply of the vital minerals. A CALCIUM DEFICIENCY is often reflected by senility at an early age, general or nervous debility, susceptibility to colds, lack of energy and endurance, improper skeletal development of children and of their teeth, and the widespread prevalence of rickets and dental caries. \* \* \* Man by inherent custom utilizes to a great extent refined foods, devoid of calcium and many of the essential minerals, which his system demands for best health, longer life, and well-being. \* \* \* Making and maintenance of bones and teeth. \* \* \* Protection against bone fracture during senility. \* \* \* Reduction in susceptibility to colds. Relief in multiple neuritis in pregnancy. Beneficial effect in the treatment of hay fever and asthma. Necessary factor for normal cardiac action. Clinical improvement and better mental state in arthritis. \* \* \* Necessary medium for the passage of nerve impulse to the muscle. \* \* \* Increase in general health and stamina. Elimination of muscle spasms. \* \* \* Beneficial effect and often startling relief in many types of eczema and skin irritation. Extensively employed in the relief of gastric hyper-acidity and acidosis. \* \* \* The oral administration of calcium salts in the amounts and form ordinarily prescribed are futile. The tolerance is limited and the assimilation very little. \* \* \* Laboratory experience with animals establishes that an adequate supply of calcium INCREASES THE LIFE SPAN. \* \* \* The use of SOLTAN CALCIUM WATER is conducive to better health and longer life. \* \* \* The principal calcium-bearing foods are milk, milk products, cheese, and eggs, however, the stomach will seldom tolerate the volume of such foods sufficient to supply the necessary calcium requirements; hence a SUPPLEMENTAL SUPPLY OF CALCIUM IN AN ACCEPTABLE FORM IS ADVISABLE and more often NECESSARY to maintain a proper calcium

balance for best health, endurance, and longer life. This ideal calcium balance is easily accomplished and maintained by the use of SOLTAN CALCIUM WATER \* \* \*."

The article was also alleged to be adulterated and misbranded under the provisions of the law applicable to drugs, as reported in notices of judgment on drugs and devices.

DISPOSITION: June 16, 1945. No claimant having appeared, judgment was entered ordering that the product and the booklets be destroyed.

**7918. Misbranding of Walker's Mineralized Vitamin Tablets. U. S. v. 14 Boxes and 2 Boxes of Mineralized Vitamin Tablets. Default decree of condemnation and destruction. (F. D. C. No. 13118. Sample No. 81993-F.)**

LIBEL FILED: August 2, 1944, District of New Jersey.

ALLEGED SHIPMENT: On or about June 1, 1944, by Walker Vitamin Products, Inc., from Mount Vernon, N. Y.

PRODUCT: 14 boxes, each containing 50 tablets, and 2 boxes, each containing 250 tablets, of Walker's Mineralized Vitamin Tablets, at Jersey City, N. J.

Tests showed that these tablets passed through the gastro-intestinal tract without disintegration.

LABEL, IN PART: "Walker's Mineralized Vitamin Tablets."

VIOLATIONS CHARGED: Misbranding, Section 403(a), the following label statements were false and misleading: "Mineralized Vitamin Tablets Contains Fat-Free Fish Liver Oil Concentrate, Synthetic Vitamins and Mineral Salts to Supply In Each Tablet Vitamin A (Natural) 5000 Int. Units Vitamin B<sub>1</sub> (Thiamine) 3.0 Mg. Vitamin B<sub>2</sub> (Riboflavin) 2.0 Mg. Vitamin B<sub>6</sub> (Pyridoxine) .1 Mg. Calcium Pantothenate 1.0 Mg. Niacinamide 20.0 Mg. Vitamin C (Ascorbic Acid) 30.0 Mg. Vitamin D (Viosterol) 500 Int. Units Iron—15 Mg., Calcium—50 Mg., Phosphorus—40 Mg., Magnesium, Manganese and Zinc—Each ½ Mg. Each tablet supplies the adult daily minimum requirement of Iron and Vitamins A, B<sub>2</sub>, C, D and three times this requirement of Vitamin B<sub>1</sub>, plus 20 mg. of Niacinamide,—also approximately 7% of the calcium and phosphorus requirements. The need for pyridoxine and calcium pantothenate in human nutrition has not been established,—nor has the need for dietary supplementation with magnesium, manganese and zinc been determined. Dose: One or two tablets daily as a dietary supplement." The product, when taken as directed, passed through the human body without disintegration, and therefore did not make available to the body the vitamins and minerals contained in the tablets.

DISPOSITION: March 26, 1945. No claimant having appeared, judgment of condemnation was entered and the product was ordered destroyed.

**7919. Adulteration and misbranding of Watkins Vitamins A B D G Tablets, and misbranding of Watkins Cod Liver Extract Tablets. U. S. v. The J. R. Watkins Co. Plea of nolo contendere. Fine, \$60. (F. D. C. No. 11432. Sample Nos. 38808-F, 38809-F.)**

INFORMATION FILED: January 23, 1945, District of Minnesota, against the J. R. Watkins Co., a corporation, Winona, Minn.

ALLEGED SHIPMENT: During the month of April 1943, from the State of Minnesota into the State of Illinois.

PRODUCT: Analysis of the Watkins Cod Liver Extract Tablets disclosed that they contained 3,465 U. S. P. units of vitamin A and 314 U. S. P. units of vitamin D per tablet. In addition, the article was represented to contain 1 grain of dicalcium phosphate per tablet.

Analysis of the Watkins Vitamins A B D G Tablets disclosed that they contained not more than 225 U. S. P. units of vitamin A, not more than 100 U. S. P. units of vitamin D, and approximately 0.375 milligram or 125 units of vitamin B<sub>1</sub> (thiamine chloride) per tablet.

VIOLATIONS CHARGED: Watkins Cod Liver Extract Tablets, misbranding, Section 403 (a), because of misleading statements in an accompanying circular which represented and implied that defective bone and tooth formation, poor health and improper growth, lack of resistance to common cold symptoms and similar minor infections of the respiratory tract, poor appetite, lowered resistance to infections, dry skin, lack of vigor, diarrhea, digestive disturbances, cessation of growth, physical weakness, formation of kidney and gall stones, catarrh, sinusitis, ear abscesses, restlessness, bowlegs, potbelly, constipation, infantile tetany, convulsions, enlarged joints, softened bones, pigeon breast,